

## CLAIMS

I/we claim:

1. An apparatus for positioning an object, the apparatus comprising:
  - an at least one friction member;
  - a friction generating member comprising a body member having at least one side surface for receiving the at least one friction member; and
  - an at least one affixed member comprising at least one planar surface moveably connected to the at least one friction generating member and having there between the at least one friction member;whereby movement of said friction generating member generates a friction force between the at least one friction member and the at least one affixed member.
2. The apparatus of claim 1 wherein the at least one friction generating member side surface comprises a depression for accommodating the at least one friction member.
3. The apparatus of claim 1 wherein the at least one friction generating member and the at least one affixed member are pivotally connected.
4. The apparatus of claim 1 wherein the at least one affixed member is an affixing eye hinged member.
5. The apparatus of claim 4 wherein the at least one affixing eye hinged member comprises at least two planar members, and the at least one friction generating member comprises at least two side surfaces.
6. The apparatus of claim 5 wherein the at least one affixing eye hinged member is a U-like cross-section shape member that is terminated by planar members.

7. The apparatus of claim 6 wherein the U-like cross-section shape member further comprises bends.
8. The apparatus of claim 5 wherein each of the at least two planar members further comprise at least one hole.
9. The apparatus of claim 1 wherein the at least one friction generating member comprises a snap, said snap comprises a lever with a release grip at its tip, and an edge having a gripping protrusion
10. The apparatus of claim 1 wherein the at least one affixed member comprises at least one elongated affixed member comprising elongated ellipse shape surface.
11. The apparatus of claim 10 wherein the at least one friction generating member comprises an elongated shape bottom surface.
12. The apparatus of claim 11 wherein the at least one elongated ellipse shape surface of the at least one affixed member comprising an elongated ellipse shape aperture.
13. The apparatus of claim 1 wherein the at least one friction generating member and at least one of the affixing member are moveably connected by a screw threaded in a nut.
14. The apparatus of claim 1 further comprising a mechanical linkage between the at least one friction generating member, an at least one friction member, and affixing member is provided by a rigid clip member holding said friction generating member, the friction member and the affixed member together.
15. The apparatus of claim 1 further comprising an at least one mounting plate, said mounting plate comprising at least one plate for supporting the object.
16. The apparatus of claim 15 wherein the object is an electronic appliance.

17. The apparatus of claim 1 further comprising an at least one mounting plate, said mounting plate comprising at least one substantially rectangular cross-section shaped member for supporting the object.
18. The apparatus of claim 15 wherein the mounting plate comprises two concentric located extruded eyes along the longitudinal axis of the mounting plate.
19. The apparatus of claim 15 wherein the mounting plate comprises square shaped extruded eyes provided within a distance that is sufficient to place there within the at least one friction generating member.
20. The apparatus of claim 19 further comprising at least one plate u-shaped cross-section aperture.
21. The apparatus of claim 15 wherein the friction generating member is placed between the mounting plate and the affixing hinged eye member secured by a pivot passing along the horizontal axis through the friction generating member.
22. The apparatus of claim 1 wherein the at least one friction member has a high friction coefficient number.
23. The apparatus of claim 1 wherein the at least one friction member has a friction coefficient number ranging from about 0.1 to 0.65.
24. The apparatus of claim 1 wherein the object is an electronic appliance to be tilted or rotated by a user.
25. The apparatus of claim 1 wherein the appliance is any one of the following: a computer screen monitor, a television plasma, LCD or other screen, an audio speaker, a painting, a framed picture, a lighting device.